



TIME FOR CHANGE
SIX REASONS TO PICK A NEW
DIRECTION IN VOICE AND
MULTI-MODAL SOLUTIONS



TIME FOR CHANGE

SIX REASONS TO PICK A NEW DIRECTION IN VOICE AND MULTI-MODAL SOLUTIONS



UNLOCK POWERFUL PRODUCTIVITY

Voice and multi-modal solutions have become powerful forces in distribution operations around the globe. Warehouse and storage operations are looking to voice technology for highly efficient, hands-free capabilities in order picking and beyond. And they are embracing multi-modal solutions that offer maximum flexibility and enable multiple data-capture capabilities, like using voice for task direction and confirmation, or bar code scanning for serial number or date code requirements.

Voice and multi-modal technology is evolving and creating new opportunities all the time. The proprietary systems that characterized much of the market for years are giving way to a more open approach, including more choices in hardware and software and more ways to drive down costs and boost performance.

Whether you're just investigating voice and multi-modal technology or if you've already deployed a solution, these six key reasons explain why it's time to pick a new direction.

TIME FOR CHANGE

SIX REASONS TO PICK A NEW DIRECTION IN VOICE AND MULTI-MODAL SOLUTIONS



REASON #1 CHANGING COST DYNAMICS

IN TECHNOLOGY, HISTORY IS CLEAR: “OPEN” SYSTEMS LEAD TO LOWER COSTS AND FASTER ADVANCES IN CAPABILITIES THAT BENEFIT USERS.

In today’s market for voice directed technology, the proprietary systems approach means more pricing power for the vendor and fewer options for voice users. Most people wouldn’t choose systems that include expensive recurring annual license fees or hardware that’s only capable of running one vendor’s voice software. But with proprietary systems, that’s what you get.

The same often goes for implementation, which can be a difficult and lengthy process that not only reduces ROI but may block the move to voice-directed or multi-modal technology because corporate thresholds for payback can’t be reached.

Motorola Solutions is committed to an open systems approach to voice and multi-modal solutions. Our network of software partners provides a wide range of options, including cloud and client-based solutions, that deliver significant flexibility in costs, capabilities and deployment strategies. That means better communications, lower costs and fewer burdens on your IT staff.



TIME FOR CHANGE

SIX REASONS TO PICK A NEW DIRECTION IN VOICE AND MULTI-MODAL SOLUTIONS



REASON #2 OPTIMALLY MATCHED HARDWARE AND SOFTWARE

MIX AND MATCH HARDWARE DEVICES AND SOFTWARE APPLICATIONS TO FIT NEEDS THROUGHOUT YOUR DISTRIBUTION CENTER.

With the proprietary approach to voice solutions, you're limited to a small range of hardware options and a single set of software applications. In contrast, Motorola's open systems approach empowers you to do more with the industry's broadest range of hardware devices.

From traditional handhelds to "wearables" to truck mounted terminals, you'll have access to voice-enabled devices that contain native interfaces for ergonomic barcode scanning. That empowers you to pick the right mix of devices for different workflows in the distribution center (beyond just order picking) and inherently achieve multi-modal capabilities.

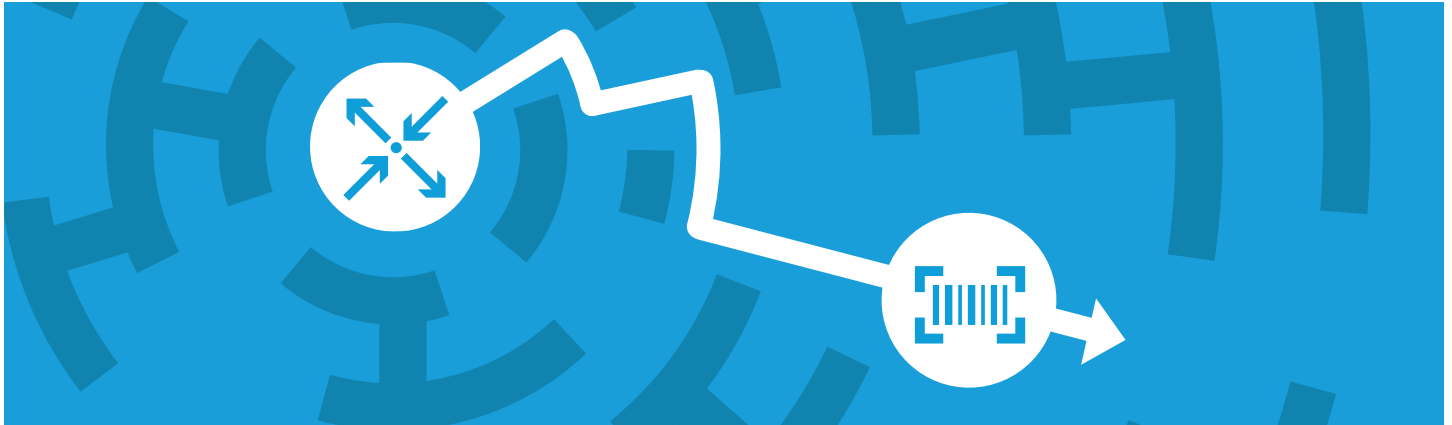
In addition to a range of hardware options, our open platform lets you source applications independently from hardware. With a broad range of choices available through our extensive partner network, you can find the software that best suits your needs.



Explore our partner network at
www.motorolasolutions.com/pickanewdirection

TIME FOR CHANGE

SIX REASONS TO PICK A NEW DIRECTION IN VOICE AND MULTI-MODAL SOLUTIONS



REASON #3 MULTI-MODAL POWER

VOICE IS A POWERFUL TECHNOLOGY – BUT OFTEN IT IS NOT ENOUGH ON ITS OWN.

In situations that require capturing long data segments, such as bar codes, voice technology alone isn't enough. That's where multi-modal systems come in.

Data capture requirements continue to grow. The most prominent may be the coming requirements for food traceability stemming from the Food Safety Modernization Act, but similar needs are expanding in pharmaceuticals, technology and other sectors. And there's one thing you can count on: data capture requirements will continue to expand. That's why the smart approach is to invest in a solution that will grow along with your needs.

And that's precisely what a multi-modal system can do. For example, switching to a wearable wireless terminal on your arm provides the same hands free capabilities as voice, but also has a screen for user interaction along with full voice and ergonomic bar code scanning capabilities.

Take the case of one large industrial distributor who uses wearable computers throughout its distribution centers and relies on the terminal screens for order pickers to view upcoming assignments. This lets them combine work in a more streamlined process they call "dynamic picking." That innovation is simply not possible with a voice-only terminal and is a clear example of how multi-modal technology can improve your process (and your bottom line).



MULTI-MODAL PICKING GROWTH OVER THE NEXT FIVE YEARS

×2

Use of multi-modal voice and scan response will more than double

×2.5

Multi-modal voice and screen guidance will grow almost 2.5x

TIME FOR CHANGE

SIX REASONS TO PICK A NEW DIRECTION IN VOICE AND MULTI-MODAL SOLUTIONS



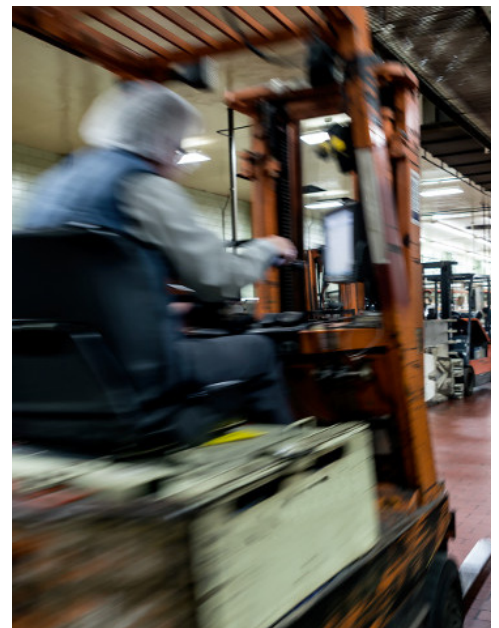
REASON #4 EXPANDING APPLICATION HORIZONS

VOICE TECHNOLOGY CAN DRIVE PRODUCTIVITY IMPROVEMENTS OF 15% OR MORE IN CASE AND PIECE-PICKING APPLICATIONS. NOW, IT'S INCREASING PRODUCTIVITY FOR OTHER APPLICATIONS.

Smart companies are realizing voice can be successfully used for many applications beyond just picking. Tasks like replenishment, receiving, QA, put-away, truck loading and more can all benefit from voice-enablement.

And when your voice-enabled hardware and software have the flexibility to meet the demands of your facility, you can accelerate the ROI from your technology investments. For example, one shift can use a device for case and piece picking, while the next shift uses that same device for trailer loading or cycle counting. While the ergonomics of these workflows are different, the flexibility of a multi-modal capable terminal lets you get the most from every device.

Compared to the broad array of solutions available for distribution applications from Motorola's extended partner network, single-source providers simply can't offer the same flexibility to address each process within your warehouse or distribution center beyond order picking.



TIME FOR CHANGE

SIX REASONS TO PICK A NEW DIRECTION IN VOICE AND MULTI-MODAL SOLUTIONS



REASON #5 PROACTIVE LABOR MANAGEMENT

POWER GREATER PRODUCTIVITY GAINS WITH LABOR MANAGEMENT AND REPORTING TOOLS.

Motorola's software partners offer many robust reporting applications that can track productivity and other statistics at an individual associate level. With the flexibility to build customized and detailed reports that offer greater employee visibility and help optimize distribution processes, you can drive to new levels of productivity beyond anything voice alone can offer.

You can deploy labor management and reporting tools along with a voice and multi-modal solution, but it can be smart to add reporting tools after your processes are well established. This provides a new source of productivity gains and supports continuous improvement programs.



TIME FOR CHANGE

SIX REASONS TO PICK A NEW DIRECTION IN VOICE AND MULTI-MODAL SOLUTIONS



REASON #6 **THE NETWORK EFFECT**

THE BENEFITS OF CHOOSING MOTOROLA FOR BOTH YOUR NETWORK AND MOBILE TERMINALS EXTEND BEYOND GREATER PRODUCTIVITY.

With our open system, you have the freedom to use any wireless network to power your mobile terminals and voice and multi-modal software offerings. But because Motorola engineers work to optimize the performance of Motorola mobile terminals on a Motorola wireless network you get additional benefits from using our technology together, including up to 20% longer battery life and improved roaming performance.

When your network and mobile terminals work together in perfect harmony, you unlock even greater value in your investments in voice and multi-modal technologies.

LONGER BATTERY LIFE



**COMBINE A
MOTOROLA MOBILE
TERMINAL WITH OUR
WIRELESS LAN TO
ACHIEVE UP TO
20% LONGER
BATTERY LIFE.**

TIME FOR CHANGE

SIX REASONS TO PICK A NEW DIRECTION IN VOICE AND MULTI-MODAL SOLUTIONS

PICK A NEW DIRECTION

These six powerful reasons to take a new look at current or potential voice systems for your warehouse or distribution center are just the start. With an open system approach, powerful multi-modal technology, a broad portfolio of wireless solutions and an extensive network of software partners, Motorola is the smart choice for voice and multi-modal solutions.

Isn't it time that you picked a new direction for the technology deployed in your supply chain?



MOTOROLA, MOTO, MOTOROLA SOLUTIONS and the Stylized M Logo are trademarks or registered trademarks of Motorola Trademark Holdings, LLC and are used under license. All other trademarks are the property of their respective owners. ©2014 Motorola, Inc. All rights reserved.



7800 Third Street North, Suite 920
Oakdale, MN 55128
www.supplychainservices.com
(866) 205-4310